

Why You Need A Marketing Plan First

An effective advertising plan is only one part of your overall marketing plan. Effective advertising and promotional materials are born from your strong marketing plan. You want everything integrated and working together. The better your marketing plan is, the more effective your advertising plan will be.

1. Marketing is probably your company's only source of income, and as such your marketing plan is probably the most important document you have.
2. Your marketing plan accurately describes your market, your customers, your products and services, and your competition.
3. Your marketing plan calculates the size or potential of your market.
4. Your marketing plan will help you to efficiently allocate money and resources.
5. Your marketing plan provides focus, guidance, and direction for effective advertising and business practices.
6. Your marketing plan positions your company in the marketplace.
7. Your marketing plan will help with proper customer management and retention.
8. Your marketing plan will define your communications strategy. It will help your entire company give a planned, clear, comprehensive, and consistent message to your customers, employees, investors, and business partners.

A strong marketing plan guides your advertising plan. You don't want to back into an overall marketing strategy based on your advertising plan.

Why You Need an Advertising Plan

Going astray in advertising is all too easy. The most creative advertising in the world is worthless if it misses the target audience. The best offer in the world is worthless if it does not offer the benefits your clients want.

Even well planned and executed advertising has little value if you don't keep it in front of your customers. In today's world of information, it takes at least three exposures just to get your message through the first time. And then you face a huge rate of forgetfulness from your clients.

Think about it. Effective advertising comes from good planning, good budgeting, a long-term commitment, and a lot of work. You need great ads that get results. And you need to keep them in front of your customers for the long term.

- 1.** Effective advertising lowers your cost of doing business. Your phone rings, and clients walk in the door. It's a fact.
- 2.** Minimal, limited duration, or random advertising equals wasted money.
- 3.** Advertising is not creative or funny if it does not bring in clients.
- 4.** Advertising has a cumulative effect, and is a long-term investment. Sales response builds over time if advertising is consistent.
- 5.** With consumer goods and services, marketing and advertising affects your market share more than price does.
- 6.** Effective advertising comes from solid planning and high quality production.
- 7.** Synergy is a real thing in advertising. It comes from the cumulative effect of all of your marketing materials working together.
- 8.** There are limits to what advertising can accomplish, even with an unlimited budget. Advertising cannot make up for poor quality, service, or timing.
- 9.** Every company should go through the advertising planning process.

<http://www.myprofessionaladvertising.com/Advertising%20Planning.htm>

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Things Not To Do In Business Advertising

Advertising Articles | September 4, 2009

If you are new to business you will soon find out that advertising is not so easy. There are a lot of things to consider when coming up with new ideas. You have information that you want the public to have, first of all. If your first wave of marketing has fallen flat or does not satisfy you, don't fret. You will soon have it all figured out.

If you are feeling that you need to mix things up with the method you have of advertising, you are not alone. A lot of times this happens. Business owners don't know what to do at first and sometimes sign up for mail out promotions and get signs and stuff. The problem though is sometimes the information that is being put on the signs and promotional products rather than the way it is getting out to the public.

Basically, the thing to remember is that there is no wrong medium to use to advertise your business on; it is usually the message that is faulty when your means of advertising is failing you. So, if you have begun a promotional campaign and are not receiving the anticipated response then it is probably time to head back to the drawing board and look at the angle you are using to promote your products or services. Check it off with these criteria to help you find where you are missing the boat.

When you think about it this way you should be able to figure out where your ad plan is going wrong. Generally you can use promotional products and mail flyers and get some decent feedback if you have the right info. Don't try to stuff too many different things into your ad. Sometimes all you need is your name or logo so that people have a chance to become familiar with it.

When you look at things carefully you can then see you may be OK with your method and medium of advertising but the content is not working for you. So don't stop doing mailings or using promotional products. Maybe all you need to do is get a little more simple with your message.

<http://www.articlesfactory.com/articles/advertising/things-not-to-do-in-business-advertising.html>